

# **CALIFORNIA EXPOSITION & STATE FAIR**

Minutes of the Board of Directors Meeting

Held Pursuant to Due Notice  
Friday, January 25, 2008

California Exposition & State Fair  
Administration Building Boardroom  
1600 Exposition Boulevard  
Sacramento, CA 95815

**Directors Present**

Marko Mlikotin, Chair  
Amparo Pérez-Cook, Vice Chair  
Director Gil Albiani  
Director Brenda Washington Davis  
Director Corny Gallagher  
Director Kathy Nakase

**Directors Absent**

Director Steve Beneto  
Director Marilyn Hendrickson  
Director Rex Hime  
Director Bert Johnson, M.D.

**Ex Officio Members Absent**

Assembly Member Dave Jones  
Senator Darrell Steinberg

**Staff Present**

Norbert J. Bartosik, General Manager/CEO (GM)  
Brian A. May, Deputy General Manager (DGM)  
David Elliott, Assistant General Manager, Racing (AGM)  
Erica Manuel, Assistant General Manager, Marketing & Public Relations (AGM)  
Steve Launey, Assistant General Manager, Planning & Facilities (AGM)  
Patricia Garamendi, Assistant General Manager, Programs (AGM)  
Amy Casias, Accounting & Finance Manager  
Paul Gillingham, Entertainment Coordinator  
Marcia Shell, Admissions & Parking Manager  
Louise Shroder, Exposition Event Manager  
Robert Craft, Chief of Police  
Michael Bradley, Chief Bureau of Exhibits (CBE)  
Greg Kinder, Exhibits Supervisor  
Brian Honebein, Sponsorship Sales  
Jan Risso, Contracts Manager  
Teresa McEntire, Farm Supervisor/Ag Heritage  
Randy Brink, Cal Expo Volunteer  
Linda Contreras, Recording Secretary

**Others Present\***

Jerry Blair, Deputy Attorney General (DAG)

Sonney Chong, Representative for Assembly Member Dave Jones

Walter Edwards, Representative for Senator Darrell Steinberg

Catherine Taylor, Superintendent, California State Parks

Benjamin Fenkel, Guide Supervisor, California State Parks

Harry Moos, Friends of the Fair

Lori Bartle, MeringCarson

Lawrence Ray Murray

\*May not include all others present in the room or arriving late.

**1. CALL TO ORDER**

The meeting was called to order by Chair Mlikotin at 12:30 p.m.

Chair Mlikotin read the Mission Statement, Policy Statement and Public Comments Statement.

**2. ROLL CALL AND DIRECTORS ABSENT**

Roll call was taken by GM Bartosik.

Directors Beneto, Hendrickson, Hime and Johnson were not present and had requested to be excused.

**3. INTRODUCTION OF STAFF AND GUESTS**

Introduction of Staff and Guests were made around the room.

**4. PRESENTATIONS**

- a. Board Presentation to Cathy Taylor, Superintendent and Ben Fenkel, Guide Supervisor with the Capital District of the California State Parks for the Frontier Farmers Exhibit

AGM Garamendi, CBE Bradley and Teresa McEntire, Farm Supervisor thanked Cathy Taylor and Ben Fenkel with the California State Parks for their continuous support and partnership during the past several years at the State Fair.

Ms. Taylor thanked the Board for the acknowledgement and State Parks will continue to support the State Fair.

Ms. Taylor also wanted to recognize Ben Fenkel for his continuous support.

- b. Board Presentation to Harry Moos for Years of Service with Friends of the Fair

Chair Mlikotin presented the Western Fairs Association Blue Ribbon Award to Mr. Harry Moos with Friends of the Fair for his years of service in regards to volunteerism.

Mr. Moos thanked the Board for the presentation and is looking forward to this year's State Fair. Mr. Moos also reported that the membership of the Friends of

the Fair is 210 volunteers. During the State Fair, volunteers contributed an estimated 6500 hours.

c. Board Presentation to Outgoing Chair Kathy Nakase

Chair Mlikotin, on behalf of the Board, presented outgoing Chair, Kathy Nakase with a Gavel desk set and Directors Chair in recognition for her term as Chair.

## 5. MINUTES OF MEETING

a. Board Meeting Minutes of December 7, 2007

**Motion:**

It was moved by Director Albiani and seconded by Vice Chair Pérez-Cook to approve the minutes of the December 7, 2007 meeting as mailed. **All in favor, motion carried.**

## 6. COMMITTEE AND STAFF REPORTS

a. State Fair, Agriculture & Marketing Committee Reports

AGM Manuel reviewed her report included in the Board packet.

Sponsorship Sales, Brian Honebein updated his Sponsorship Tracking Report which included a sponsorship agreement with Jackson Rancheria.

Applications for new members for the Cultural Advisory Council are currently being accepted. Chair Mlikotin has appointed Vice Chair Pérez-Cook and Director Nakase to interview the applicants and will make their recommendations by February 11.

Lori Bartle of MeringCarson reviewed the 08 State Fair Campaign Concepts Creative Brief included in the Board packet. An advertising campaign challenge is trying to reach fair attendees and the non-attendees with the same campaign. The campaign needs to focus on one or the other. The most efficient strategy is to focus on the fairgoers and the fence sitters who come, but irregularly.

MeringCarson will be back in February with creative concepts.

AGM Manuel reported that she and Chief Craft had attended a community outreach meeting on law enforcement and security dealing with youth offenders.

AGM Garamendi reviewed her report included in the Board packet.

CBE Bradley reviewed plans for a 2009 Food & Wine Center.

b. Operations & Planning Committee

DGM May reviewed his report on the Proposal to Form a Joint Powers Authority for the Maintenance and Operations of the American River Parkway included in the Board packet.

The Committee is recommending that Cal Expo not participate in the Joint Powers Authority at this time because of the anticipated participation fee is more than Cal Expo can afford to spend.

Director Nakase reviewed the Capital Projects report included in the Board packet.

c. Horse Racing Staff Reports

AGM Elliott reviewed his report included in the Board's packet.

**7. FINANCIAL REPORTS**

- a. Monthly Financial Statements for December 2007
- b. Purchases/Contracts Requiring Board Notification
- c. Accounts Receivable Report

Director Gallagher reported that the Committee is going to focus on significant changes or large items in the financial reports. Additionally, the Committee will look to other like organizations for comparative data and analyzing programs for their return on investment.

**Motion:**

It was moved by Vice Chair Pérez-Cook and seconded by Director Washington Davis to approve the monthly financial statements for November 2007 as mailed.  
**All in favor, motion carried.**

**8. CONSENT CALENDAR**

**9. CORRESPONDENCE**

- a. Letter to the Board from Developer, Lawrence Ray Murray

Mr. Lawrence Ray Murray reviewed his letter which is included in the Board packet.

AGM Launey reported that SMUD has not endorsed Mr. Murray's proposal at this time.

## 10. UNFINISHED BUSINESS

- a. Update and Review for Action Any Outcome of the California Horse Racing Board Meeting on Items Related to Current Lease with Sacramento Harness Association

GM Bartosik reported that the California Horse Racing Board granted an extension of Sacramento Harness Association's license to March 30, 2008.

Sacramento Harness Association is to provide the California Horse Racing Board updated financial statements at its March meeting at which time the California Horse Racing Board will review the Sacramento Harness Association financial viability in relationship to their license application through August 2, 2008.

Staff will be meeting with Directors Beneto and Albani to provide a status update on solutions to continue harness racing at Cal Expo.

Sacramento Harness Association General Manager, Dick Feinberg is analyzing their ability to meet the requirements of the California Horse Racing Board.

## 11. NEW BUSINESS

- a. Review and Recommend Concession Audits Policy to the Board of Directors Policy and Procedures Manual for Approval

### **Motion:**

It was moved by Director Gallagher and seconded by Director Nakase to approve the Concession Audits Policy to the Board of Directors Policy and Procedures Manual. **All in favor, motion carried.**

- b. Review and Recommend Proposal to Form a Joint Powers Authority for the Maintenance and Operations of the American River Parkway for Approval

### **Motion:**

It was moved by Director Nakase and seconded by Director Washington Davis to not participate at this time in a Joint Powers Authority for the Maintenance and Operations of the American River Parkway. **All in favor, motion carried.**

## 12. MATTERS OF INFORMATION

- a. Publics' Comments

Randy Brink provided his report.

b. Directors' Comments

Director Albiani commented about the motions made by the Board during the meeting and that there is not a place for the public to make a comment. GM Bartosik reviewed the Public Comment paragraph that is read by the Chair at the beginning of the meeting and reminded the Board that the public can address the Board by filling out a Public Comment Card and provide it to the Board's Recording Secretary prior to the meeting. Chair Mlikotin will note to ask for public comment before each vote for future meetings.

Chair Mlikotin commented on the revisions to the Standing Committees structure and asked Chairs to review the 2008 State Fair goals and bring back to the Board any comments they may have.

c. Manager's Comments

d. Next Board Meeting – Friday, February 22, 2008

e. Other, if any

### 13. ADJOURNMENT

**Motion:**

It was moved by Vice Chair Pérez-Cook and seconded by Director Washington Davis to adjourn the Board meeting. **All in favor, motion carried.**

The Board meeting was adjourned at 2:25 p.m.



## **CALIFORNIA EXPOSITION & STATE FAIR**

Finance & Audit Committee  
Friday, January 25, 2008  
9:00 a.m.

### **MINUTES**

Committee Members Present:	Corny Gallagher, Chair Director Marko Mlikotin
Committee Member Absent:	Director Marilyn Hendrickson
Staff Present:	
General Manager/CEO (GM)	Norb Bartosik
Deputy General Manager (DGM)	Brian May
Accounting & Finance Manager	Amy Casias
Assistant General Manager, Marketing & Public Relations (AGM)	Erica Manuel
Assistant General Manager, Racing (AGM)	Dave Elliott
Assistant General Manager, Programs (AGM)	Patricia Garamendi
Exposition Event Manager	Louise Shroder
Contracts Manager	Jan Risso
Recording Secretary	Linda Contreras

Chair Gallagher called the meeting to order at 9:05 a.m. Director Hendrickson had asked to be excused and was not present.

Chair Gallagher suggested a benchmarking study with other similar size fairs.

Accounting & Finance Manager Casias reported on a recent study Cal Expo participated in with like sized Fairs across the country.

Chair Gallagher also suggested looking at the current economic trends and their potential impact on the 2008 State Fair.

### **NEW BUSINESS**

#### **1. Monthly Financial Statements for November 2007**

Accounting & Finance Manager Casias reviewed the monthly financial statements included in the Board packet.

Chair Gallagher complimented staff for the accounting controls he has seen.

2. Review for Approval Staff Recommendation of Concession Audits Policy to the Policy and Procedures Manual

GM Bartosik reviewed the Concession Audits Policy included in the Board packet.

#### MATTERS OF INFORMATION

1. Purchases/Contracts Requiring Board Notification

The Committee had no questions regarding the Contract/Purchases Requiring Board Notification included in the Board packet.

2. Accounts Receivable Report

Accounting & Finance Manager Casias reviewed the Accounts Receivable Report with the Committee and reported that the October payment from LED Partners had been received.

#### **Motion:**

It was moved by Director Mlikotin and seconded by Chair Gallagher to accept and recommend to the Board for approval the Monthly Financial Statements for November 2007. **All in favor, motion carried.**

#### **Motion:**

It was moved by Director Mlikotin and seconded by Chair Gallagher to accept and recommend to the Board for approval the Concession Audits Policy to the Policy and Procedures Manual. **All in favor, motion carried.**

#### ADJOURNMENT

The Finance & Audit Committee meeting adjourned at 10:00 a.m.

## **CALIFORNIA EXPOSITION & STATE FAIR**

Operations & Planning Committee  
Friday, January 25, 2008  
11:00 a.m.

### **MINUTES**

Committee Members Present: Kathy Nakase, Chair  
Director Brenda Washington Davis

Committee Members Absent: Director Rex Hime

#### **Staff Present:**

General Manager/CEO	Norb Bartosik
Deputy General Manager (DGM)	Brian May
Assistant General Manager, Planning & Facilities (AGM)	Steve Launey
Assistant General Manager, Marketing & Public Relations (AGM)	Erica Manuel
Recording Secretary	Linda Contreras

Chair Nakase called the meeting to order at 11:10 a.m. Director Hime had requested to be excused and was not present.

### **NEW BUSINESS**

1. Review Proposal to Form a Joint Powers Authority for the Maintenance and Operations of the American River Parkway and Recommend to the Board for Approval

DGM May reviewed his report included in the Board packet. Since the time of the report, Sacramento County is requiring a larger fee for Cal Expo's participation.

Staff does not believe that an investment which is likely to exceed \$100,000 is a good use of Cal Expo's resources at this time.

Staff was directed to notify the parties to the proposed Joint Powers Authority that Cal Expo does not wish to participate at this time.

### **MATTERS OF INFORMATION**

1. Expo Events December Sales Report

GM Bartosik reviewed the report included in the Board packet.  
Chair Nakase asked if there was a marketing budget for promoting Cal Expo.

AGM Manuel reported there is a nominal amount that is available, about \$5,000. Discussion followed.

2. Capital Projects Status Update

AGM Launey reviewed his report included in the Board packet.

Director Washington Davis asked for an update on the backflow and storm water issues. AGM Launey reported on the phase status. Discussion followed.

DGM May provided an update on the General Liability Insurance with Haas Wilkerson compared to California Fairs Service Authority.

ADJOURNMENT

The Operations & Planning Committee meeting adjourned at 11:40 a.m.

# **CALIFORNIA EXPOSITION & STATE FAIR**

State Fair, Agriculture & Marketing Committee Minutes  
Friday, January 25, 2008  
10:00 a.m.

## **MINUTES**

Committee Members Present: Amparo Pérez-Cook, Chair  
Director Gil Albiani  
Director Kathy Nakase

Staff Present:	
General Manager/CEO (GM)	Norb Bartosik
Deputy General Manager (DGM)	Brian May
Assistant General Manager, Programs (AGM)	Patricia Garamendi
Assistant General Manager, Marketing & Public Relations (AGM)	Erica Manuel
Exposition Event Manager	Louise Shroder
Chief Bureau of Exhibits (CBE)	Michael Bradley
Exhibits Supervisor	Greg Kinder
Entertainment Coordinator	Paul Gillingham
Recording Secretary	Linda Contreras

Chair Pérez-Cook called the meeting to order at 10:10 a.m.

## **MATTERS OF INFORMATION**

### **1. Staff Reports**

AGM Manuel reviewed her report included in the Board packet.

Jackson Rancheria has agreed to sponsor the admission ticket backs.

The Cultural Advisory Council meeting scheduled for Thursday, January 31, 2008 is being rescheduled to February.

Applications for new members for the Cultural Advisory Council are currently being accepted. Chair Mlikotin has appointed Directors Pérez-Cook and Nakase to interview the applicants and will make their recommendations by February 11.

MeringCarson will provide an update on the 2008 State Fair advertising campaign concept at the Board meeting.

AGM Garamendi reviewed her report included in the Board packet.

CBE Bradley reviewed plans for a 2009 Food & Wine Center.

Exhibits Supervisor Greg Kinder provided an update on the exhibits, Clothes off Our Back and CSI Live.

GM Bartosik reported that country act Gary Allan has been booked for the 2008 State Fair.

Entertainment Coordinator, Paul Gillingham announced that the Peking Acrobats will be performing on the Center Stage.

#### ADJOURNMENT

The State Fair, Agriculture & Marketing Committee meeting adjourned at 10:55 a.m.